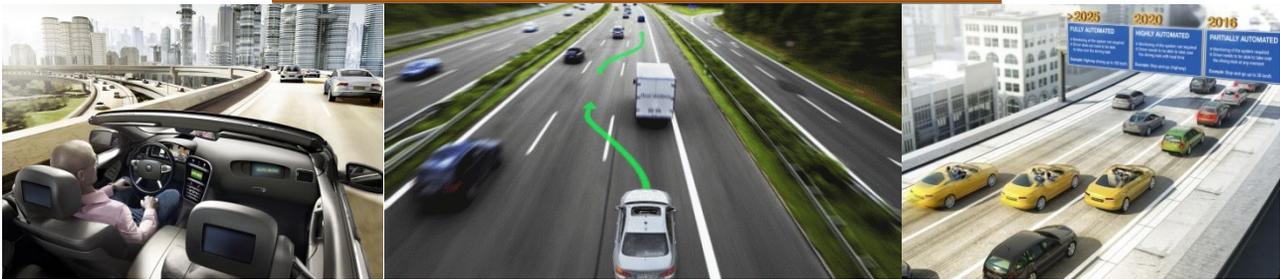


SMART DRIVING CARS

Thursday, February 28, 2013



This is BIG!!!

Continental and BMW Group Working Together to Develop Freeway-Grade Highly Automated Driving

[BMW Press Release](#)

[Continental Press Release](#)

This is **BIG**, not only because they have “an agreement to jointly develop an electronic **co-pilot** for this purpose” (color added; trademark infringement???) ☺, **but because...**

- it aligns a component supplier with a manufacturer. Where does this leave Daimler and VW/Audi? To join up with Bosch?? What about Delphi? Join back with GM on this one?? Where does this leave the other manufacturers; will they align? The competitive race to attract consumers to the showroom has really heated up. They’ve realized that **safety** is now clothed in **comfort & convenience**. Together, they make a powerful message to the car buying public. This technology will draw people into the showrooms. The wake-up call was delivered by the emergent competitor,  , rather than government edicts or rule-makings. “... [I]n capitalist reality..., it is not [price] competition which counts but the competition from the new commodity, the new technology...- competition which commands a decisive cost or quality advantage and which strikes not at the margins of the profits and the outputs of the existing firms but at their foundations and their very lives.” [Joseph A Shumpeter \(1883-1950\)](#)

AS pointed out in the press releases:

- “Today, more than 1,300 specialists at Continental are already working on the basics of automated driving.” (Google has had about 50)



- “the company completed a two-week endurance test with already close-to-production technology in the U.S. state of Nevada in early 2012. Over 15,000 miles of highly automated driving have been recorded on public roads..” (Google claim 300,000; but who’s counting, they’ll catch up)
- “In 2013, Continental is investing more than EUR100 million in R&D.” (A little depressing ☹ given that it had “..preliminary sales of EUR 32.7 billion in 2012”; 1/3 of 1% is an extremely small investment on technology that may... “**strike not at the margins of the profits and the outputs of the existing firms but at their foundations and their very lives.**” [Joseph A Shumpeter \(1883-1950\)](#))
- BMW has now publically stated.. “At the social, political, economic and scientific level, a clear vision has now emerged for road safety – in the form of “Vision Zero (Accident-Free Mobility)” and “Safety for All”..” As well as: “Both companies agree that highly automated driving will play a major part in ensuring sustainable personal mobility in future.”

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In other news:

Nice videos of [Volvo’s emergency braking](#) with [Practical “V2V” comm.](#) (through flashing brake lights that don’t require DSRC!.. Let WiFi have it!) as well as some good accident stats and comments.. [Beware, Driverless Cars Are Everywhere!](#)

Smart Driving Cars

Thursday, February 21, 2013

Smart Driving Cars

Thursday, February 14, 2013

Smart Driving Cars

Friday, February 8, 2013

Smart Driving Cars

Thursday, February 7, 2013

Smart Driving Cars

Thursday, January 31, 2013

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